

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



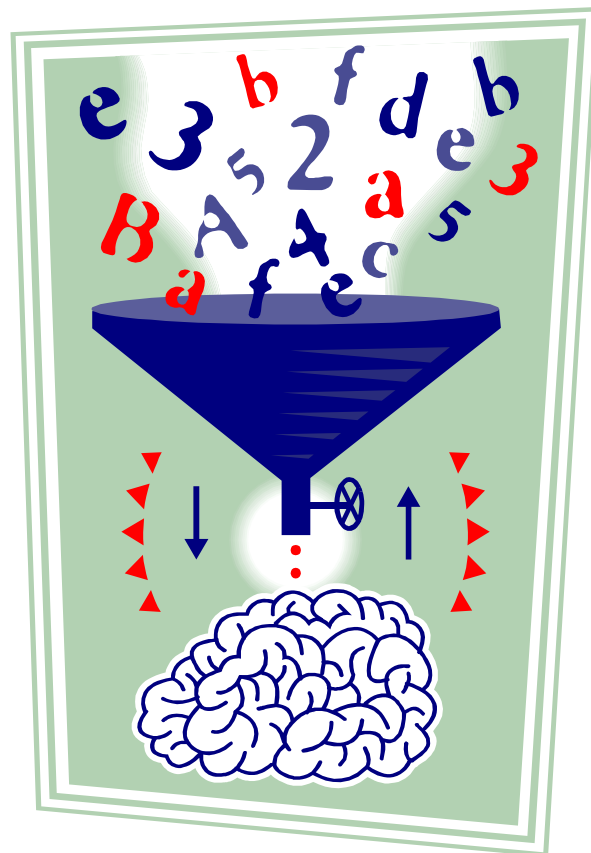
Part 3 Analysis & Recommendations

Teton County
Version 1
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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012 rates for alcohol related crashes with injuries for all races in Teton County is lower than the rate across the state. For this time period, Teton had 91.49 alcohol related injuries for every 100,000 people while the state had 119.96 per 100,000 people. In 2011, Teton County had a higher rate than the state. For every 100,000 residents there were 211.69 crashes compared with the state at 127.28. From 2008-2012 rates for alcohol related crashes with fatalities for all races in Teton County is higher than the rate across the state. Tetons' rate per 100,000 is 13.07 compared with at the state for 8.60 per 100,000 people. In 2009 and 2012 there were zero alcohol-related crashes with fatalities for the county. Teton County has had zero alcohol related crashed with fatalities in Native Americans from 2008-2012. There is no Teton County DUI Task Force. This could contribute to the higher rates of fatalities as there is no collective group to be working on changing policies in the county with regards to driving under the influence.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Teton County has incomplete MPNA (Montana Prevention Needs Assessment) for 8th and 10th graders in 2008 and 2010 regarding students who drove a vehicle when they had been drinking alcohol during the past 30 days for all races. In 2008, 20% of Teton County 12th graders reported driving a vehicle when they had been drinking. This is lower than the Montana state rate where 25.3% of 12th graders reported the same. In 2010, 22.2% of Teton County 12th graders reported driving a vehicle when they had been drinking, which is a 2.2% increase from 2008. This is higher than the Montana state rate where 18.1% of 12th graders reported the same. Judicial data was available in 2012. It is judicial district #9, which includes Glacier, Toole, Pondera, and Teton counties. In 2012, 13.9% of the judicial district students reported have drove vehicle when they had been drinking. While in the same year, 9.3% of Montana students had reported the same. Rates for Native American have also dropped from 2008 but still remain higher than all races combined. According to the 2013 YRBS (Youth Risk Behavior Survey) 16.6% of Urban and Reservation Native Americans reported they had driven a vehicle when they had been drinking. This is compared to 12.6% of students reported at the state level in the same year. This could be contributed to no DUI Task Force in Teton County. The DUI Task Force helps to set policies and social norms surrounding driving under the influence.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Teton County has incomplete MPNA for 8th graders in 2008 and 10th graders in 2010 regarding students who rode in a vehicle driven by someone who had been drinking alcohol during the past 30 days for all races. In 2008, 40% of Teton County 10th graders and 60% of Teton County 12th graders reported riding in vehicle driven by someone who had been drinking alcohol. 32.6% of Montana 10th graders and 37.1% of 12th graders reported the same in 2008. By 2010 the rate among Teton County 12th graders fell to 27.8%, which was 2.1% lower than the state rate among 12th graders. In 2012, judicial district data is all that is available. Overall, the judicial district has a lower rate of students who reported riding in a vehicle driven by someone who had been drinking alcohol at 19.3% and 25.3% of Montana students had reported the same in 2012. Although in 2012, 41.5% of 12th graders reported riding in a vehicle drive by someone

who had been drinking while only 25.9% of Montana students had reported the same. But only 7.5% of 8th graders had reported the same while 24.3% of Montana 8th graders had rode in a vehicle driven by someone who had been drinking.

There is a significant problem with Native American students who rode with someone in a vehicle who had been drinking vs all other races. In 2012, 27.2% of Urban area Native Americans had reported riding with someone who had been drinking and 31.9% of Reservation area Native Americans had reported riding with someone who had been drinking. This is in comparison to 24.5% state wide.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Driving while alcohol is involved is a big issue in Teton County. The county has a higher rates of alcohol related fatalities involving vehicles and also higher rates of students who drive after consuming alcohol. The data is not a complete picture, because it does include Pondera, Toole and Glacier County as part of the judicial district. For 2012 that is all the data that was available. For when the county was available it was missing information, but for the information that was available the rates were higher for driving after consuming alcohol. More data will need to be collected at the county level for FY15.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Teton County has incomplete MPNA (Montana Prevention Needs Assessment) for 8th and 10th graders in 2008 and 2010 regarding students who had binge drank during the past two weeks for all races. In 2008, 40% of Teton County 12th graders reported binge drinking in the past two weeks. This is higher than the Montana state rate where 36.9% of 12th graders reported the same. In 2010, 27.8% of Teton County 12th graders reported binge drinking. This is lower than the Montana state rate where 32.4% of 12th graders reported the same. Judicial data was available in 2012. In 2012, 36.3% of the judicial district students reported they had binged drank in the past two weeks. While in the same year, 21.2% of Montana students had reported the same. Teton County judicial district has a 15.1% higher rate of binge drinking among students.

According to the YRBS binge drinking increases among Native American Youth when they report binge drinking in the past 30 days. In 2009, 34.6% of Urban area Native Americans reported binge drinking in the past 30 days and 38.3% of Reservation area Native Americans reported binge drinking in the past 30 days compared with 30.1% of Montana students. These rates did decrease to 30.1% of Urban area Native Americans, 25.2% of Reservation area Native Americans and 23.5% of Montana students.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Not available at this time but will work to collect this information for FY 15.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

2010 is the only complete year with Teton County MPNA data for students who drank in the past 30 days for all races. 20.5% of Teton County students reported drinking in the past 30 days which is a lower rate than Montana students by 14.5%. Judicial data was collected in 2012 regarding students who had drunk in the past 30 days which is very close to the state rate. 35.7% of judicial students reported drinking in the past 30 days while 35.1% of Montana students had reported the same.

According to the YRBS in 2013, 39.7% of Urban area Native Americans reported drinking in the past 30 days compared with 36.0% of Reservation area Native Americans and 37.1% of Montana students.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2012, 5.7% of judicial students reported using prescription drugs in the past 30 days while across the state only 3.5% of students reported using prescription drugs in the past 30 days. From 2008-2012, Teton County students have increased their use of prescription drugs from 6.0% to 8.3% while Montana students have reported a decrease from 4.0% in 2010 to 3.5% in 2012.

According to the YRBS in 2013, 25.2% of Urban area Native Americans reported drinking in the past 30 days compared with 19.7% of Reservation area Native Americans and 18.4% of Montana students.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Prescription drug abuse is becoming more prevalent in Teton County. More policies and education need to be done when concerning prescription drugs. When students participate in underage drinking they are binge drinking. The data is not a complete picture, because it does include Pondera, Toole and Glacier County as part of the judicial district. For 2012 that is all the data that was available. For when the county was available it was missing information. More data will need to be collected at the county level for FY15.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

2010 is the only complete year with Teton County MPNA data for students who perceive parental disapproval towards alcohol/drug use for all races. 82.9% of Teton County students perceived parental disapproval towards alcohol/drug use. This is close to the state rate with 81.8% of Montana students reporting the same. In 2012, judicial data was available. 87.7% of judicial district students perceived parental disapproval towards alcohol/drug use. This is a 5.9% higher rate than Montana students reported.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

2010 is the only complete year with Teton County MPNA data for students who perceive peer disapproval towards alcohol/drug use for all races. 72.7% of Teton County students perceived peer disapproval towards alcohol/drug use. This is higher than the state rate with 64.4% of Montana students reporting the same. In 2012, judicial data was available. 67.7% of

judicial district students perceived parental disapproval towards alcohol/drug use. And this rate was the same for the state of Montana.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There was no great difference between the percentage of Teton judicial students and Montana students who perceive risk/harm in having 5+ alcohol drinks every weekend. Approximately 76% of students believed binge drinking on the weekend was harmful. 67.9% of judicial district students perceived 1-2 drinks as harmful every day while only 64.1% of Montana students thought the same. 24.4% of Teton judicial students believe it is cool to drink alcohol regularly while 23.5% of Montana students believe the same. 75.7% of Liberty judicial students believe it is wrong to drink alcohol while 71.6% of Montana state students reported the same. Even with these high perceptions, it is still considered the norm to drink underage in Montana

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

2010 is the only complete year with Teton County MPNA data for students who have talked with a parent about the dangers of alcohol or drug use during the past 12 months for all races. 53.8% of Teton County students reported talking with a parent about drug and alcohol use. This is lower than the state rate with 59.8% of Montana students reporting the same. In 2012, judicial data was available. 78.5% of judicial district students reported talking with a parent about drug and alcohol use. Just 61.0% of Montana students had done the same.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

2008 and 2010 are incomplete years with only 12th grader data available. In 2008, 20.0% of 12th grader in Teton County believes that alcohol is causing problems in areas related to financial, legal, emotional, etc. for all races. This is a higher rate than Montana 12th graders where only 11.9% believe the same. In 2010, the rate had dropped to 12.5% of Teton County 12th graders reporting they believe alcohol causes problems. The state rate also lowered to 10.2% among 12th graders, but Teton County still had a higher rate. In 2012, judicial data was available. 5.4% of judicial district students perceived parental disapproval towards alcohol/drug use. 8.9% of Montana students reported believing that alcohol causes problems.

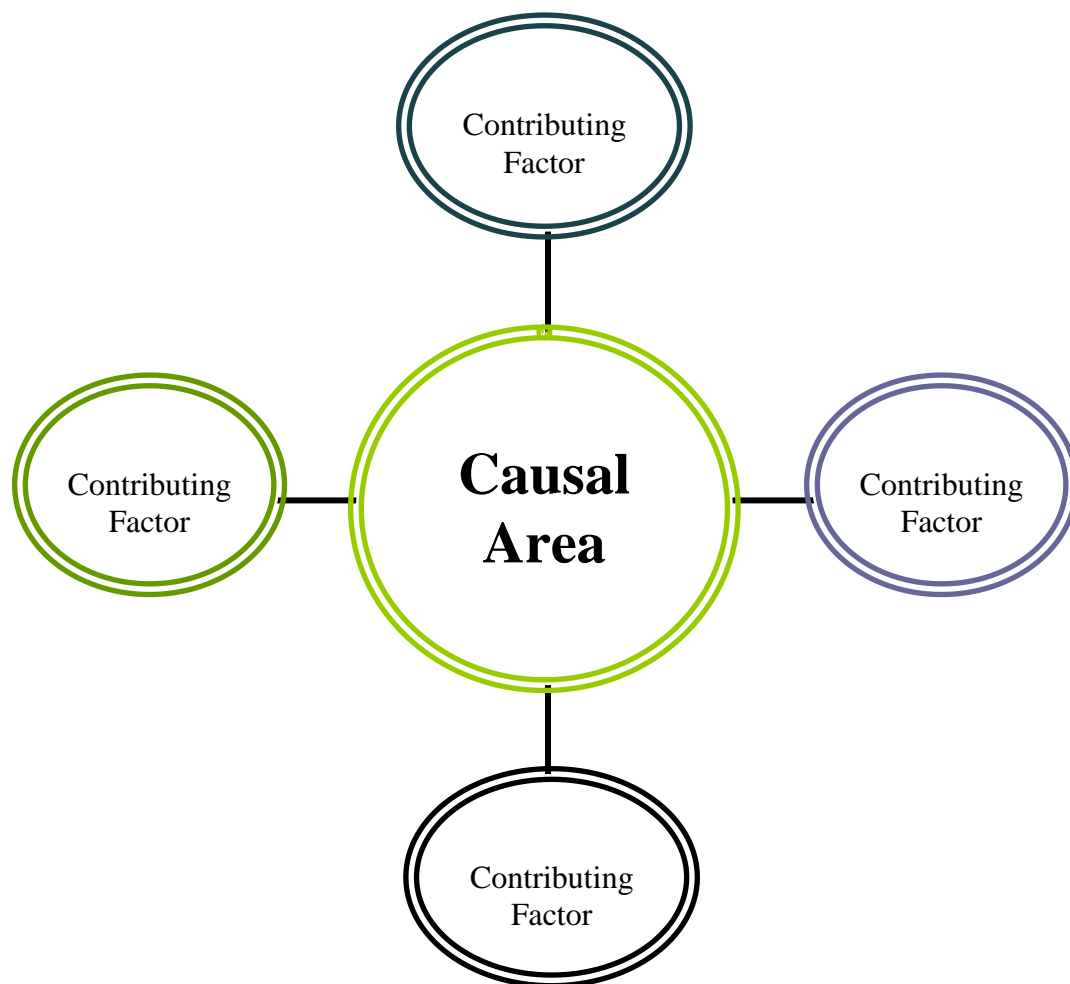
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

The perceived risk/harm exists in Teton County. The perceptions are close to the state of Montana perceptions and if they are not close they are higher. A majority of parents talk with their children about the dangers of alcohol and drug use. Even though binge drinking has a high perceived risk/harm, there is still a problem with binge drinking in Teton County (judicial district). The data is not a complete picture, because it does include Pondera, Toole and Glacier County as part of the judicial district. For 2012 the is all the data that was available. More data will need to be collected at the county level for FY15.

Causal Areas



**Task Two:
Gather Data on Four Causal Areas**

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

No compliance checks were done in Teton County.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Compliance checks lead to a decrease in alcohol availability and a decrease in alcohol availability leads to a decrease in use by youth. This way the youth has no access to the alcohol if the stores know that they need to card every person who comes to their establishment to buy alcohol. This will stop youth from being able to purchase alcohol and even stop them from trying to buy it. Compliance checks are an important part of environmental prevention.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There are no merchant training available in Teton County.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold trainings, how might this affect binge drinking and drinking and driving in your community?

Merchant trainings help sellers of alcohol to not sell to underage buyers by knowing when to ID and how to spot a fake ID and to know what types of IDs are acceptable to buy alcohol. These trainings also help to not over-serve customers who are drinking at an establishment. Without these proper trainings, sellers are more likely to contribute to underage drinking by not carding appropriately or catching fake IDs. They are also more likely to contribute to binge drinking and drinking and driving by over-serving customers and by not recognizing the laws that are in place that put bars as liable for alcohol crashes.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

In Teton County there are 14 liquor licenses. That is one license for every 231.29 people. And even though there are no compliance checks being done at this time, there are plenty of opportunities for youth to have access to alcohol through retail availability. There are no compliance checks being done to make sure the appropriate trainings and education have been done.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact												Major impact
0	1	2	3	4	5	6	7	8	X	9	10	

No compliance checks are being done in Teton County and there are currently no RBSS trainings being done. There is easier access to alcohol without proper training and checks to make sure the retailers are selling alcohol responsibly. RBSS training not only helps to stop underage sales, but to stop from overselling. Teton has a problem with driving when alcohol is involved.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

The conviction rate for Minor in Possession (MIPs) in Teton County is 100%, but the rate for DUI is only at 25%. This sends a clear message that DUIs are acceptable in the community. It helps to set social norms that surround drinking and driving. But the MIP conviction rate helps to show underage drinkers that underage drinking will not be tolerated in Teton County. But this is a confusing message when compared with the DUI conviction rate. This only includes MIP and DUI data as this is what was available.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

DUI conviction rate at 25% while MIP conviction rate is at 100%.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Not available at this time will be working toward this for FY1

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Not available at this time. Will be working on this for FY15.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Not available at this time. Will be working on this for FY15.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Not available at this time. Will be working on this FY15.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Based only on conviction rates, they help to facilitate a social norm around drinking and driving and underage drinking. It is saying two conflicting things, where it is okay to drink and drive, but not to underage drink. It needs to be the same consistent message about both and that message it is not acceptable to do either of these things.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 5X 6 7 8 9 10
Major impact

Based on the data that the conviction rate is 25% for DUIs, Teton County is showing people it is acceptable to drink and drive. This only based on conviction rates for Teton County. More data will be gathered for FY15.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Judicial data is the only complete data. Overall the perception for getting caught drinking alcohol by the police in judicial district Teton County has increased. It is about the same perception in Teton County than across the state. Overall in 2012 27.9% of students the perception of getting caught by the police as compared to 26.2% across Montana. The percentage of students who have the perception of getting caught drinking alcohol by their parents is higher in Teton County judicial district (54.6%) vs. across the state (52.1%).

There is a big gap overall between perception of getting caught drinking alcohol by the police and getting caught drinking alcohol by parents. It makes sense that the youth would have a higher perception of getting caught by parents. The parents are the ones who set the rules and norms about alcohol use. The parents are also the ones who are visible to the youth. And there are more parents than law enforcement.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Overall in 2012 in Teton County 67.3% of students believe they could get alcohol easily compared with 66.6% of students across Montana. In previous years Teton County was very also lower when compared Montana in believe alcohol could be easy to obtain

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	3	4	5X	6	7	8	9	10

Students in Teton County have a higher perception of getting caught by their parents compared with students across the state. This is also the same for perception of getting caught by law enforcement. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was lower than that across the state. This means it is harder for students to get alcohol than across the state.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Overall the level of alcohol advertising in Teton County is excessive. There were 9% of buildings that had signage of alcohol and 6% of them had three or more. There were 4 billboards in Teton County and one of them had alcohol advertisements. There were 52 community events with 21 of them having alcohol sponsors. In the Choteau Acantha, over 4 weeks, they had 3 alcohol advertisements with one alcohol related news article. There were no alcohol advertisements in the Fairfield Sun Times with no alcohol related news articles.. The only excessive advertising was the Great Falls Tribune where one week they had 53 alcohol advertisements including promotional events. But this would make sense as the Great Falls tribune covers a wider area than just Teton County.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The biggest impact that alcohol advertising has on Teton County is through sponsorships of community events almost 50% of the community events were sponsored by alcohol companies. There is a drinking culture surrounding community events. There are a lot of signs on buildings that show alcohol. It has a mild impact on binge drinking and drinking and driving.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Total there were 114 alcohol advertisements in the four weeks with 49 of those being promotional events compared with 23 articles that were alcohol related in the Great Falls Tribune. In the Choteau Acantha there were 3 alcohol advertisements with 3 of them being for promotional events compared with one article. There were zero mentions of alcohol in the Fairfield Sun Times. This shows that there are a lot of events that are surrounded by alcohol. There are not a lot of articles that show the negative sides of alcohol when compared with alcohol advertisements. Alcohol is being portrayed by print media as fun and that you need it to have a successful event. It may have a high number of alcohol advertisements and portray alcohol without a lot of negative consequences, but it does not have a significant impact on binge drinking and drinking and driving. In the day and age of technology and social media, people do not get their news from newspapers anymore. They do not read the paper. They get their information from Twitter or Facebook and these are the news stories not the advertisements in the paper. More and more companies are starting to advertise on social media sites. This can actually make users more interactive with the companies by posting pictures of their product or signing up for drawings.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The major concern around promotion in Teton County is the events that have alcohol at them. Over service happens a lot at these events, which leads to increase in binge drinking and drinking and driving. And people believe that youth can easily access alcohol at events like this where this is not as much over sight as there would be in a regular bar setting. Also 25% of billboards in Teton County have alcohol advertising on them.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7X	8	9	10	

Overall the promotion is excessive due to the fact of 25% of billboards have alcohol advertisements and a lot of sponsorships with alcohol companies for community events. A lot of community events happen around alcohol and usually those kinds of events are easy for youth to get a hold of alcohol. It can also help to attribute to binge drinking due to high amounts of alcohol that is served. A lot of servers don't pay attention at community events to over service which can lead to people drinking too much. This can lead to increase in drunk driving as well.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

There are ATOD policies in Teton County school districts that enforce ATOD policies. It does help to reduce underage substance abuse by setting clear guidelines that ATOD will not be tolerated. If they are caught they face suspension from school. They can also have loss of senior student privileges, loss of bus privileges and notification to authorities. There are no ATOD school programs.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4X 5 6 7 8 9 10
Major impact

The school district policies in Teton County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that ATOD use will not be tolerated among the student population. It is also enforced at school sponsored events which sends the message that it will ATOD use will not be accepted at any school function. They do not have formal programs for schools.

MEDICAL FIELD INFORMATION – PART 3**QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

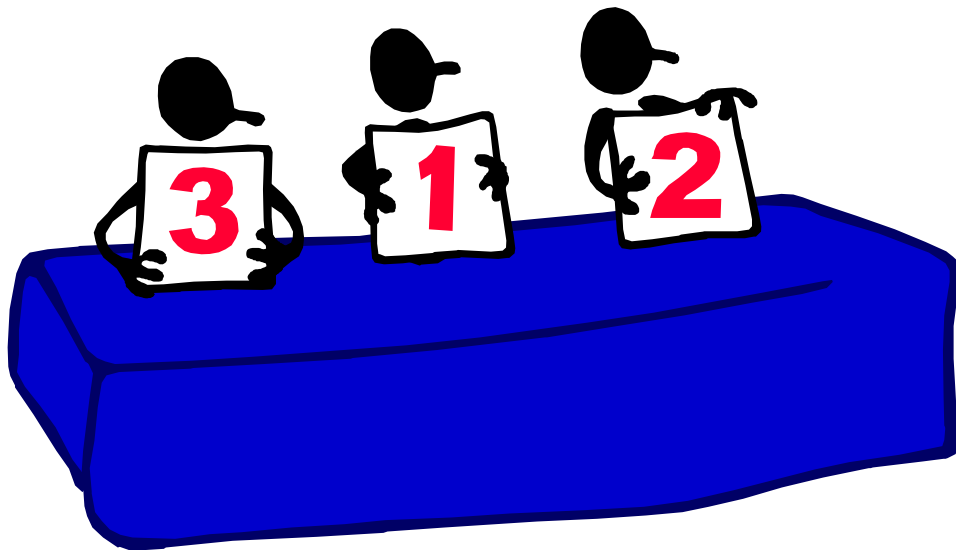
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 6X 7 8 9 10
Major impact

This number is based on MPNA data for prescription drugs. Teton judicial district has a 2.2% higher rate than the state. Medical interviews need to be conducted in FY15 to get a more accurate picture of the problem.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	1	Retail Availability
5	4/5	Criminal Justice
5	4/5	Social Availability
7	2	Promotion
4	6	School Policies
6	3	Prescription Drugs

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Retail availability is ranked first. Compliance checks are not done in Teton County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. Merchant education does help to combat these rates.

Promotion is ranked second. Overall the promotion is excessive due to the fact of 25% of billboards have alcohol advertisements and a lot of sponsorships with alcohol companies for community events. A lot of community events happen around alcohol and usually those kinds of events are easy for youth to get a hold of alcohol. It can also help to attribute to binge drinking due to high amounts of alcohol that is served. A lot of servers don't pay attention at community events to over service which can lead to people drinking too much. This can lead to increase in drunk driving as well.

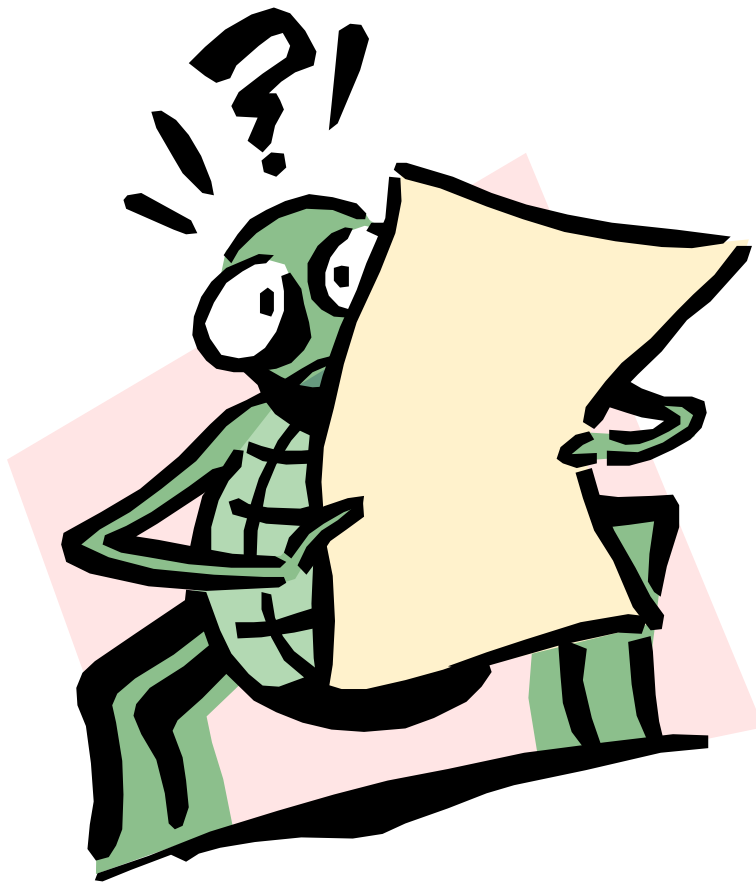
Prescription drugs are ranked third. Teton judicial district has a 2.2% higher rate than the state.

Criminal justice is ranked fourth and fifth. Based on the data that the conviction rate is 25% for DUIs, Teton County is showing people it is acceptable to drink and drive.

Social availability is ranked fourth and fifth. Students in Teton County have a higher perception of getting caught by their parents compared with students across the state. This is also the same for perception of getting caught by law enforcement. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was lower than that across the state. This means it is harder for students to get alcohol than across the state.

School policies are ranked sixth. The school district policies in Teton County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that ATOD use will not be tolerated among the student population. It is also enforced at school sponsored events which sends the message that it will ATOD use will not be accepted at any school functions.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment, which currently exists within your community? What specific causal factors will you target and why?

According to the prioritization of the causal area, Teton County needs to focus on retail availability. There are no compliance checks being done in Teton County. There needs to be compliance checks done by local law enforcement to help decrease the number of youth that are trying to buy alcohol. This will put in environmental prevention strategies that have been proven to combat underage drinking, binge drinking and drinking and driving. It will take some time for the data to reflect the education all alcohol sellers are receiving. As more education is received about compliance checks and RBSS trainings the data will start to reflect the changes that are going on in retail availability. This will help to bring down binge drinking rates. Having RBSS trainings done in Teton County will also help to bring more education surrounding alcohol service to the community. Servers will not have to travel to take the training. This will help to bring down binge drinking rates.

The other causal area to focus on is promotion specifically when dealing with community events. Social norms need to change when dealing with community events. There are too many that focus on alcohol which is sending conflicting messages to our youth. Montana has a big drinking culture and a lot of what we do is surrounded by alcohol. We need to send clear messages to youth that you can have fun without using alcohol. And also not having as much signs on buildings that youth frequent like convenience stores.